

VIJAYA SAINI

Assistant Manager

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Bengaluru

SUMMARY

Passionate and results-driven Business Development Leader with a proven track record of 3+ years providing expertise in New Business Development, Sales Strategy (B2B and B2C), International sales, Cross-functional Management, Customer Acquisition, Relationship Building, Post-Sales Management, and Customer account management. Quota-surpassing sales with progressive experience in building businesses by defining sales strategies and processes for revenue generation. Consistent record of converting prospects into loyal, satisfied clients along with successful cross-functional team management.

WORK EXPERIENCE

Assistant Manager

Girnarsoft Education Services Pvt Ltd

04/2024 - Present Bengaluru, India

- Maintained a database of existing customers and prospective leads.
- Serve as a liaison between universities and colleges, addressing needs and concerns for effective collaboration.
- Managed the development of new products in collaboration with internal teams and external vendors.
- Assist the finance teams with invoice management and collection processes, ensuring timely and accurate invoicing and payments.
- Assisted in the development of operational strategies to ensure efficient and productive operations.
- Identified opportunities for cross selling additional products and services that could be beneficial to current customers.
- Developed and implemented B2B marketing strategies to optimize customer acquisition and retention.
- Managed a portfolio of accounts while actively seeking out additional prospects.

Senior Business Development Executive

UpGrad Education

03/2023 - 01/2024 Bangalore

- Counselling potential learners and demonstrate upGrad education.
- Liaised with CXOs and Founders on a daily basis.
- Owning the complete sales cycle from beginning to end including onboarding to post-sales management.
- Maintaining a detailed database of all the interactions with the learner on the CRM and constantly providing feedback to the marketing and product team.
- Identifying, engaging sales lead and Revenue generation.
- Taking care of Product Marketing over a call and helping the team in E-mail Marketing.
- Managing finance options provided and review with lending partners.
- Identified areas of improvement within existing processes or procedures related to B2B operations.
- Handled client accounts through entire lifecycle, executing contracts, providing customer service and advising on methods for maximising return from services provided.
- Accomplishments**
- Generated Rs 64 Lacs of revenue in the same tenure.
- Maintained a target completion of 100% throughout the span.

SKILLS

Business Development Manager

Client Acquisition

Revenue Generation

Campaign Management

Lead Generation

Cross Selling

Upselling

Outbound Sales

Direct Sales

Operation Monitoring

Marketing

B2B Sales

B2C Sales

Corporate Sales

Cold Calling

CRM

Client Relationship Management

Key Account Management

EDUCATION

B.Com

University of Rajasthan - Jaipur

2018 Jaipur

PGDM- Finance and Marketing

Institute of Rural Management (IRM)

2021 Jaipur

WORK EXPERIENCE

Business Development Executive

Think & Learn Pvt. Ltd

📅 01/2021 - 02/2023 📍 Bangalore

- Used CRM to make an outbound call to generate Prospective clients.
- Schedule and Conduct meetings with schools/colleges for BYJU'S product collaboration.
- Fixed 10-12 meetings weekly with the qualified customer to demonstrate Byju's Program.
- Closed sales on the spot with the best use of customer's analyzed needs and follow-up.
- Negotiated contracts with customers, vendors and suppliers to maximise profitability.
- **Accomplishment**
- Generated a revenue of Rs. 70 Lacs in the same tenure and worked with Aakash-Byjus - pilot run.
- I have the highest Average Ticket Size
- I received the Highest Sales Conversion in 2021-2022

Self-Employed

GTS Infostock

📅 06/2018 - 05/2019 📍 Jaipur

- Manage client data effectively using Excel for streamlined organisation
- Provide expert guidance to clients on inquiries related to stocks and IPOs
- Assist in developing and monitoring budgets for effective financial management
- Contribute to financial forecasting to provide valuable insights for strategic planning
- Oversee balance sheets and trading profit and loss (PNL) accounts for comprehensive financial management

